

Message Text

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C O N F I D E N T I A L BERLIN 5336

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E.O.11652: GDS

TAGS: PFOR, EEWHT, BEXP, GE

SUBJECT: SPRING 1976 LEIPZIG FAIR

REF: BERLIN 5301

BEGING SUMMARY: MEETING WITH LEIPZIG FAIR AUTHORITIES
CONFIRMS GDR AGREEMENT TO ALLOW U.S. HALL 16 BICENTENNIAL
EXHIBIT TO BE SHOWN WITHOUT CHANGES. FACT MEETING WAS
CONDUCTED BY LEIPZIG FAIR GENERAL DIRECTOR, HWEVER,
CONFIRMS BOTH IMPORTANCE GDR ATTACHES TO PRESERVATION
OF COMMERCIAL NATURE OF LEIPZIG FAIR EXHIBITS AND TO
EXPANDED U.S. PARTCIPATION. END SUMMARY.

1. EMBOFFS MET WITH FAIR AUTHORITIES IN LEIPZIG AT
NOON FEBRUARY 26 PER REFTEL. ALTHOUGH MEETING WAS
ORIGINALY SCHEDULED TO BE WITH DEPUTY GENERAL DIRECTOR
BARTUSCH, WHEN EMBOFFS ARRIVED THEY WERE RECEIVED BY
GENERAL DIRECTO WONSACK AS WELL. ALSO PRESENT WAS
SECTION MANAGER OF THE EXHIBITORS DEPARTMENT LANGE,
WHO FUNCITIONED PRIMARILY AS NOT TAKER. THE ATMOSPHERE
OF THE HOUR-LONG SESSION WAS FREINDLY THROUGHOUT
AND GAVE THE IMPRESSION OF BEINGMOR DEVOTED TO
FORMALIZGIN A POSITIVE DECISION ALREADY MADE THAN TOAN
ACTUAL MAKING OF THE DECISON. NEVERTHELESS, THE
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PRESENCE OF GENERAL DIRECTOR WONSACK, AND THE FACT

THAT HE MADE HE PRESENTATION FROM THE GDR SIDE,
UNDERLINES THE IMPORTANCE ATTACHED TO THE GDR POSITION
THAT " INFORMATION EXHIBITS" SHALL SERVE THE PURPOSE
OF PROVIDING INFORMATION ABOUT TRADE OPPORTUNIEIS IN
A GIVEN COUNTRY IN ACCORDANCE WITHTHE LEIPZIG FAIR
TRADITION OF BEING A TRADE AND NOT A GENERAL FAIR.

2. WONSACK BEGAN THE CONVERSATION BY GIVING A LONG
ACCOUNT OF LEIPZIG'S TRADITION AS A TRADE FAIR.
APPROACHING CONCLUSION OF HIS PRESENTATION, HE LISTED
THE FOLLOWING PROPER PURPOSES OF AN INFORMATION STAND
IN THE NATIONAL PAVILLION;A) DISPENSING OF BUSINESS
INFORMATION, B) INFORMATION RE LOCATION OF A COUNTRY'S
EXHIBITS,C) INFORMATON RE A COUNTRY'S FOREIGN TRADE,
D) FACILITIES FOR MEETINGS WITH FOREIGN BUSINESS
REPRESENTATIVES AND DIPLOMATS, E) MEETINGS WITH A
COUNTRY'S BUSINESSMEN, F) CONDUCTING OF SMALL PRESS
CONFERENCES, AND G) SCIENTIFIC/TECHNOLOGICAL DISCUSSIONS.
HE CONCLUDED BY NOTING THAT THEGDR SIDE WANTED THE
U.S. INFORMATION EXHIBIT TO CONFORM TO HIS PATTERN
AND BY OBSERVING THAT, WHILE THERE INFORMATION MAY
HAVE BEEN INCORRECT, THEY HAD THE IMPRESSION
THAT THE PRIMARY PURPOSE OF THE EXHIBIT WAS TO
PUBLICIZE THE AMERICAN BICENTENNIAL.

3. HE THEN TURNED TO THE ECON/COMMERCIAL OFFICER
FOR HIS COMMENTS ANDWAS ASSURED THAT THE BICENTENNIAL
THEME PROVIDED THE " BACKGROUND" FOR A SERIOUS TRADE
PROMOTION EFFORT. TH ECON/COM OFFICER NOTED THAT HE
WOULD HAVE A DESK ON PREMISES AND WOULD BE AVAILABEL FOR
TRADE DISCUSSIONS, AS WOOULD MR. CONNOR OF THE U.S.
MACHINE TOOLS INDUSTRY, WHO WAS HERE LAST YEAR IN
CONNECTION WITH THEU.S. BUSINESS DEVELOPMENT OFFICE
(BDO) AT THE LEIPZIG 1975 SPRING FAIR. HE THEN SUGGESTED
THAT THE P&C OFFICER MIGHT PROVIDE MORE INFORMATION
ABOUT THE CONTENT AND DIRECTION OF THE U.S. EXHIBIT

4. THE P&C OFFICER BEGAN BY COMMENTING THAT THE
EXHIBIT WOULD FULFILL ALL OF THE FUNCTIONS OF AN
INFORMATION STAND AS LISTED BY HERR WONSACK. HE THEN
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GAVE THEM A GENERAL DESCRIPTION OF THE EXHIBIT, USING
THE PLANS SUBMITTED O THE LEIPZIG FAIR ARCHITEC
FOR APPROVAL. IN THIS CONNECTION, H NOTED THAT THE
BICENTENNIAL THEME IS PRESENT IN ALMOST ALL U.S.
EXHIBITS DURINGTHE CURRENT YEAR, INCLUDING THOSE IN
OTHER SOCIALIST COUNTRIES. HE RECALLED THE DISSATISFACTION
EXPRESSED BY GDR AUTHORITIES AT THE MODES BDO
DISPLAYED LAST YEAR AND OUR SUBSEQUENT COMMITMENT TO

DO SOMETHING " MOR REPRESENTATIVE".HE NOTED THAT THE BICENTENNIAL THEM LED, IN ITS HISTORICAL ACCOUNT OF THE DEVELOPMENT OF AMERICAN INDUSTRY, TO THE CURRENT, ADVANCED STAGE OF DEVELOPMENT, WITH SPECIAL FOCUS ON U.S. FIRMS DISPLAYING IN THE U.S. HALL 18 EXHIBIT AND ELSEWHERE ON THE FAIRGROUND . IN ADDITION TO MESSRS. PARKER AND CONNOR, HE STATED THAT ALL PERSONNEL FUNCTIONING IN THE HALL 16 EXHIBIT WOULD BE PREPARED TO PROVIDE TRADE AND COMMERCIAL INFORMATION OR TO REFER INTERESTED VISITORS TO AMERICAN SPECIALISTS WHO COULD.

5. THE GDR REPRESENTATIVES ALSO EXPRESSED INTEREST IN THE CONTENT OF THE PLANNED FILM AND SLIDE SHOWS AND ESPECIALLY AS TO WHETHER THEY WOULD PROVIDE INFORMATION ON CURRENT U.S. INDUSTRY AND TRADE. EMBOFFS RESPONDED THAT THE FILMS AND AT LEAST THE SLIDE SHOW ON CONTEMPORARY U.S. INDUSTRY WOULD DO SO, INCLUDING SLIDES FURNISHED BY AMERICAN FIRMS DISPLAYING AT THE FAIR.

6. FINALLY, THE GDR REPRESENTATIVES EXPRESSED GREAT INTEREST IN THE PRESIDENT'S GREETING, WHICH WAS DESCRIBED TO THEM. IT WAS AGREED THAT A COPY OF THE TEXT WOULD BE FORWARDED TO HERR WONSACK. HE ALREADY HAD A COPY OF THE BROCHURE DUE FOR THE DOCUMENT EXHIBIT AND EXPRESSED APPROVAL OF ITS CONTENTS, AS WELL AS THE TEXT OF THE AMBASSADOR'S GREETING INCLUDED THEREIN.

7. THE MEETING CONCLUDED WITH THE PRESENTATION TO EMBOFFS BY GENERAL DIRECTOR WONSACK OF LEIPZIG 1976 SPRING FAIR MEDALLIONS DONE IN MEISSEN CHINA, TOGETHER WITH HIS EXPRESSION OF PLEASURE AT THE INCREASED AMERICAN PRESENCE AT THE 1976 FAIR AND BEST WISHES FOR SUCCESSFUL

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U.S. PARTICIPATION.

8. COMMENT: AS EMBASSY PREDICTED, THE MEETING WITH THE FAIR AUTHORITY PROVIDED FURTHER OPPORTUNITY FOR A GRACEFUL RETRACTION OF OBJECTIONS TO THE BICENTENNIAL THEME, AND FOR US TO GIVE ASSURANCES OF THE TRADE PROMOTIONAL PURPOSE OF THE HALL 16 EXHIBIT. IN THE INTEREST OF EMBASSY AND USG'S FUTURE RELATIONSHIP WITH GDR FAIR AND TRADE AUTHORITIES, WE INTEND TO UNDERTAKE STRENuous EFFORTS TO INFORM ALL U.S. EXHIBITORS OF THE AVAILABILITY OF THE HALL 16 SITE AS A PLACE FOR THE CONDUCT OF PUBLIC AND PRIVATE TRADE PROMOTION EFFORTS. COOPER

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